

Innovative Advertising  
403 N Columbia Street  
Covington LA 70433

Jim Davis/ R/ NC State Senate  
Submission Number 398 Issue 2



**WSPA-TV**  
250 International Dr.  
Spartanburg SC 29303-6698  
(864) 576-7777 FAX (864) 587-4480

Original

|  |  |   |
|--|--|---|
| <b>Client:</b> Jim Davis/ R/ NC State Senate | <b>Submission Cost:</b> 12350            | <b>Campaign Ref:</b> E:063646220        |
| <b>Buyer:</b> Senate                         | <b>Client/Product/Estimate:</b> . / /995 | <b>Sales Rep:</b> HRP Washington, DC    |
| <b>Schedule Dates:</b> 10/08/12 to 10/21/12  | <b>Weeks:</b> 2                          | <b>Order Ref:</b> 06364622              |
| <b>Est./PO Number:</b> 06364622              | <b>Contract type:</b> Political          | <b>Business Type:</b> POLITICAL         |
| <b>Associated Copies:</b> No                 |  | <b>Business Category:</b> Transactional |

|                                      |                            |   |
|--------------------------------------|----------------------------|---|
| <b>Product:</b> Jim Davis Sds0*Sp12* | <b>Booking Group:</b> WSPA | <b>Key Market:</b> Greenville Spartanburg Asheville |
| <b>Demographic:</b> (L) Household    | <b>Order:</b>              |   |

| Ref  | Sales Product Details  | Rev Type | Rate | Spot Type   | 10/08        | 10/15 | Total | Cost |
|--|--|----------|------|-------------|--------------|-------|-------|------|
| 1  | Sun 9a ET / 8a CT CBS Sunday Morning News<br>.....S Isolations: W/C 10/08 .....S | 04       | 275  | 30<br>Comme | Nbr of Spots | 1     | 1     | 275  |
| 2  | M-F 9a Dr Phil<br>MTWTF..  | 05       | 150  | 30<br>Comme | Nbr of Spots | 5     | 5     | 750  |
| 3  | M-F 9a Dr Phil<br>M.....   | 05       | 150  | 30<br>Comme | Nbr of Spots | 1     | 1     | 150  |
| 4  | M-F 10a Your Carolina<br>MTWTF..   | 05       | 75   | 30<br>Comme | Nbr of Spots | 5     | 5     | 375  |
| 5  | M-F 10a Your Carolina<br>M.....  | 05       | 75   | 30<br>Comme | Nbr of Spots | 1     | 1     | 75   |
| 6  | Tue 8p ET / 7p CT NCIS<br>.T.....  | 04       | 2500 | 30<br>Comme | Nbr of Spots | 1     | 1     | 2500 |
| 7  | CBS NFL Today Sun<br>MTWTFSS Isolations: W/C 10/15 .....S                        | 06       | 225  | 30<br>Comme | Nbr of Spots | 2     | 2     | 450  |
| 8  | Sun 1p ET / 12p CT NFL On CBS  | 04       | 750  | 30          | Nbr of Spots | 2     | 2     | 1500 |
| <b>Weekly Totals: Total Spots(Ord Spots)</b> |  |          |      |             | 20           | 5     | 25    |      |

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News  
channel  
on your side

HD

MeTV

www.metyv.com

WSPA-TV

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**Original**

|                           |                               |                                 |           |                           |                    |
|---------------------------|-------------------------------|---------------------------------|-----------|---------------------------|--------------------|
| <b>Client:</b>            | Jim Davis/ R/ NC State Senate | <b>Submission Cost:</b>         | 12350     | <b>Campaign Ref:</b>      | E:063646220        |
| <b>Buyer:</b>             | ..                            | <b>Client/Product/Estimate:</b> | .. / /995 | <b>Sales Rep:</b>         | HRP Washington, DC |
| <b>Schedule Dates:</b>    | 10/08/12 to 10/21/12          | <b>Weeks:</b>                   | 2         | <b>Order Ref:</b>         | 06364622           |
| <b>Est./PO Number:</b>    | 06364622                      | <b>Contract type:</b>           | Political | <b>Business Type:</b>     | POLITICAL          |
| <b>Associated Copies:</b> | No                            |                                 |           | <b>Business Category:</b> | Transactional      |

| Ref                                   | Sales Product Details                   | Rev Type |  |  | Rate | Spot Type |              | 10/08 | 10/15 | Total | Cost |
|---------------------------------------|---|----------|--|--|------|-----------|--------------|-------|-------|-------|------|
|                                       | .....S                                  |          |  |  |      | Comme     |              |       |       |       |      |
| 9                                     | Sat SEC Football                        | 05       |  |  | 750  | 30        | Nbr of Spots | 2     |       | 2     | 1500 |
|                                       | .....S.                                 |          |  |  |      | Comme     |              |       |       |       |      |
| 10                                    | Sat CBS NCAA Football                   | 04       |  |  | 1000 | 30        | Nbr of Spots | 2     |       | 2     | 2000 |
|                                       | .....S.                                 |          |  |  |      | Comme     |              |       |       |       |      |
| 11                                    | Fri 8p ET / 7p CT CSI NY                | 05       |  |  | 800  | 30        | Nbr of Spots | 1     |       | 1     | 800  |
|                                       | ....F..                                 |          |  |  |      | Comme     |              |       |       |       |      |
| 12                                    | M-F 7p News                             | 05       |  |  | 275  | 30        | Nbr of Spots | 1     |       | 1     | 275  |
|                                       | ...TF..                                 |          |  |  |      | Comme     |              |       |       |       |      |
| 13                                    | Mon 8p ET / 7p CT How I Met Your Mother | 05       |  |  | 1700 | 30        | Nbr of Spots |       | 1     | 1     | 1700 |
|                                       | M.....                                  |          |  |  |      | Comme     |              |       |       |       |      |
| Weekly Totals: Total Spots(Ord Spots) |   |          |  |  |      |           |              | 20    | 5     | 25    |      |

| Grand Totals |        |                   |       |
|--------------|--------|-------------------|-------|
|              |        | Month 10 Weeks: 4 |       |
|              | Totals | 10/08             | 10/15 |
| Spools       | 25     | 20                |       |
| Cost         | 12350  | 9975              | 297   |

**Grand Totals:**

Spots: 25

**Gross Total:** 12,350.00

Commission: 1,852.50

Net Total:

10,497.50